Welcome to this PLA-sponsored program!

ALA ANAHEIM
2012 ANNUAL CONFERENCE & EXHIBITION
TRANSFORMING OUR LIBRARIES, OURSELVES
ANAHEIM, CA / JUNE 21–26, 2012

Get More Bang for the Buck!

Best Practices in Collection Management

Introduction

- WHO WE ARE
- WHAT WE ARE GOING TO TALK ABOUT
- FORMAT

Centralized Collection Development

WHAT:

In a multi-branch system, selectors purchase materials for all locations

WHY:
- More efficient
- Faster
- Simpler budgets
- System-wide statistical analysis
- Correct # of copies for the system
- Essential for floating

CHALLENGES:
- Staffing
- Communication
- Input
- Community needs

NEW ROLES for branch staff:
- Merchandising
- Collection Maintenance (Weeding & Reassignments)

Vendor Assistance

WHAT:

Cataloging, processing, and collection development assistance provided by vendors.

WHY:

- Cost-effective
- Fast
- Higher level work for Tech Services staff

CHALLENGES:

- Workflow adjustments
- New job expectations
- Collective bargaining issues
- Communication with vendors

NEW ROLES:

- Negotiation
- Quality control
- Additional decisions for selectors

Floating Collections

WHAT:

Items stay where they are requested/returned. One system, one collection.

WHY:

- More and faster access to materials
- Decreased delivery cost
- Decreased handling
- More items available vs. in-transit
- Stretches materials budget

CHALLENGES:

- Coverage
- Collection ownership
- Collection space allocation
- Standardizing processing

NEW ROLES:

- Branch staff request, reassign, weed
- Customers must place holds

Discovery

WHAT:

Marketing, displays, browsing. Highlighting what's most important to customers through marketplace design, social media, blogging, library programs.

WHY:

- Welcoming
- Intuitive
- Self-service
- Connecting customers to materials
- Users accustomed to easy discovery in other environments

CHALLENGES:

- Focus change from "displaying" and "decorating" to "marketing"
- New workflow in branches

NEW ROLES:

- Roving
- Merchandising
- Hand-selling
- "Guide at the Side"

Circulation Policies

WHAT:

Loan periods, "holdability," renewal policies, fines/fees and how they affect circulation

WHY:

- Impact total circulation/turnover
- Impact on-shelf percentage
- Impact patron experience
- Impact staff duties

CHALLENGES:

- How much on the shelves is "enough"?
- "Ownership" of collection

NEW ROLES:

- Encouraging customer holds and renewals
- Don't emphasize getting books back to sit on the shelves

BCPL
Baltimore County Public Library

sandiegocountylibrary

SAN MATEO COUNTY LIBRARY
smcl.org

Resource Sharing

WHAT:

Consortia and cooperative agreements for sharing materials

WHY:

- Access more materials
- Access materials of libraries with different missions/collection philosophies

CHALLENGES:

- New procedures
- Potential additional workload
- Additional delivery management

NEW ROLES:

- Staff guide toward possibilities
- Less emphasis on obtaining items locally
- Staff aware of abundance of available items

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Weeding/Reassignment

WHAT:

Weeding and redistributing items in the context of the library's circulation data, mission, and customer needs. Just as important as selection.

WHY:

- Relevant
- Accurate
- Attractive
- Create space for merchandising

CHALLENGES:

- Impulse to archive or hoard, not manage
- Desire for coverage

NEW ROLES:

- Know and understand circulation data
- Know and understand demographic data
- Know and understand collection development process

Collection Evaluation

WHAT:

Collecting and analyzing collection performance data

WHY:
- Collections reflect usage patterns
- Accountability to taxpayers/stakeholders

CHALLENGES:
- Move away from anecdotal data
- ILS setup
- Time-consuming
- Explaining difficult decisions
- Staff understanding of data

NEW ROLES:
- Understanding the collection in new ways
- Examining collection objectively

Summary

- GET MORE BANG FOR THE BUCK
- QUESTIONS?

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Resources

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Varvel, Virgil E., Jr. "The public library data service 2011 statistical report: characteristics and trends." *Public Libraries* Sept.-Oct. 2011: 26+.

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Survey Says?

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